



Bringing the bounty of the Southern USA to the World.

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FOOD AND HOTEL CHINA 2008

December 4-6, 2008

Shanghai New International Expo Center

- *China is the 4th largest importer of U.S. agricultural products!*
- *FHC is the largest importing show in China. Locally made products will not be included.*
- *In 2007, 786 companies from 40 countries exhibited in Food and Hotel China (FHC) and over 17,000 trade-only visitors attended*

With a population of 1.3 billion and a middle class of 250 million, as well as a GDP growth of 10%, China holds great potential for many food and agricultural products. FHC 2008 is the largest trade-only show in China for the food, beverage, wine/spirits and hospitality industries and is the only show in China to focus on imported products. Visitors are seeking high-quality international brands of food and wine. By being there, you will have exposure to not only the Shanghai market, but you will also be able to reach buyers/contacts from all over China and the Asian region. In 2007, 32.25% of the trade-only visitors were from outside of Shanghai.

Visitors profile breakdowns: 31%-retail, 28%-importers/distributors, 22%-hospitality

Best Prospects:

■ Frozen Products	■ Seafood & Meat Products
■ Fruits & Vegetables	■ Nuts
■ Confectionery, Breads & Bakery Products	■ Grocery Products & Canned Products
■ Wine & Beverages	■ Pet Foods

Important Information:

- Participation fee: **\$1,500**
- Includes a 10'x10' booth, display shelves, lockable countertop display, demonstration chef, interpreters and up to 100 pounds of sample products shipped to the show
- **Deadline for application: October 17, 2008**
- Contact the Activity Manager listed on the right for registration information or register online at www.susta.org
- Please note all booth allocations are on a first-come, first-served basis



Virginia's Finest



Register on the Events page at www.susta.org

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